

Abstract

Master thesis called “*The roles of leading articles in present Czech magazines illustrated on monthly published CosmoGIRL! and Cosmopolitan.*” aims through stylistic analysis to describe the transformation of the journalistic genre of newspapers editorial into the current magazines editorial. Typical editorial, which was published in the Czech Republic before 1989, presents an administrative official text without using of any attractive language forms, contemporary magazine editorial uses more attractive language expressions and it tries to gain the personal contact with reader. Thesis characterise typical features of newspaper editorial. The most important is analytical part, which analyses texts of Cosmopolitan and CosmoGIRL! editorials. On the basis of this stylistic analysis we can describe common and diverse forms of newspaper and magazine editorials. We placed emphasis also on content and formal form, language form, and included ideology. Common and diverse forms were also characterized in case of two analysed periodicals. The outcome is a comprehensive picture of development of editorials and their role in contemporary Czech magazines.